August 22, 1974

Editor, Publishers' Weekly
1180 Avenue of the Americas
New York, New York 10036

Dear Editor:

If you were with PW eight years ago, you may remember WHITEWASH: THE REPORT ON THE WARREN REPORT. It was, I believe, the first so-called "underground" book.

PW, alone in the publishing industry, treated it fairly. It was not, in my view, really "underground". And I remain a publisher, albeit the country's, if not the world's, smallest.

Soon there will be the fourth of the WHITEWASH series. When it appears, I will let PW know. Its appearance is not the purpose of this letter. Rather are the recollections of the past eight years.

I believe there is a story that would be informative to large publishers and interesting to your general readers.

Large publishers learned nothing from it. Not even when WHITEWASH became a best-seller in its original format and in reprint did one come to me for the sequel. Or ask me if there was to be one.

The assassination of John Kennedy and its official investigation certainly were and remained at least topical events. But until I gave up on established publishers and without a cent of capital became my own, no book on this subject appeared.

Check your own indexes on this turning point in American history and see what books about it are available. You will, I believe, find mine only. They are all still selling. Yet I never had a cent for promotion or advertising and the only ad I have ever placed is the small one I carry in Books In Print.

The prestigious and stuffy New York Times book section would not acknowledge the existence of this first work on so significant a subject. (I made the Times pay for copies beginning with the 14th!) Or those that followed it. There were no reviews, before or after publication, where all publishers seek them, and few printed mentions. There was no distribution of any kind arranged prior to publication. In spite of this and other major disadvantages, it was a best-seller.

The coming book will face greater handicaps. But it is coming. I am confident, if, as with the first, these handicaps will reduce the sale enormously, they will not mean failure. Those new handicaps, I believe, are still another commentary on some aspects of the publishing industry, costly to publishers.

If there is anyone in particular to whom you would like me to send the review copy, I would appreciate a label.

Sincerely,

Harold Weisberg

165,000 copies sold in print

HAROLD. WEISBERG,. author of "Whitewash: The Report on the Warren Report" and "Whitewash II: The FBI-Secret Service Coverup," has just published a third book on the Kennedy assassination, disputing the official findings. It is "Photographic Whitewash: Suppressed Kennedy Assassination Pictures" and is an offset reproduction with a retail price of $4.95. Copies may be obtained either from Mr. Weisberg, Hyattstown, Md. 20734, or from a number of wholesalers, among them, A&A, Boston, Dimondstein Book Co., New Rochelle, N.Y., Bookazine, New York City, Raymar Book Co., Monrovia, Calif. Mr. Weisberg reports that pre-publication orders have taken up most of the first printing of more than 5,000 copies.

"Photographic Whitewash" reproduces the once-secret files of the Warren Commission extensively, Mr. Weisberg tells us. There are 150 pages of pictures of FBI, Secret Service and Warren Commission reports and letters. As Mr. Weisberg sees it they document "the shocking and incredible but entirely irrefutable story of how the federal government deliberately suppressed the photographic evidence of the murder."

Mr. Weisberg's first two books were reprinted by Dell. In his original editions they have sold about 25,000 copies.

HAROLD WEISBERG
Route 8
Frederick, Md. 21701

WHITEWASH: The Report on the Warren Report $4.95

WHITEWASH II: The FBI-Secret Service Cover-Up $4.95

PHOTOGRAPHIC WHITEWASH: Suppressed Kennedy Assassination Pictures $4.95

OSWALD IN NEW ORLEANS: Case for Conspiracy With the CIA (Foreword by Jim Garrison), (National distribution by Grove Press) $0.95

POST-MORTEM: The Suppressed Kennedy Autopsy (In preparation)